

SEARS

FALL AND WINTER • 1961



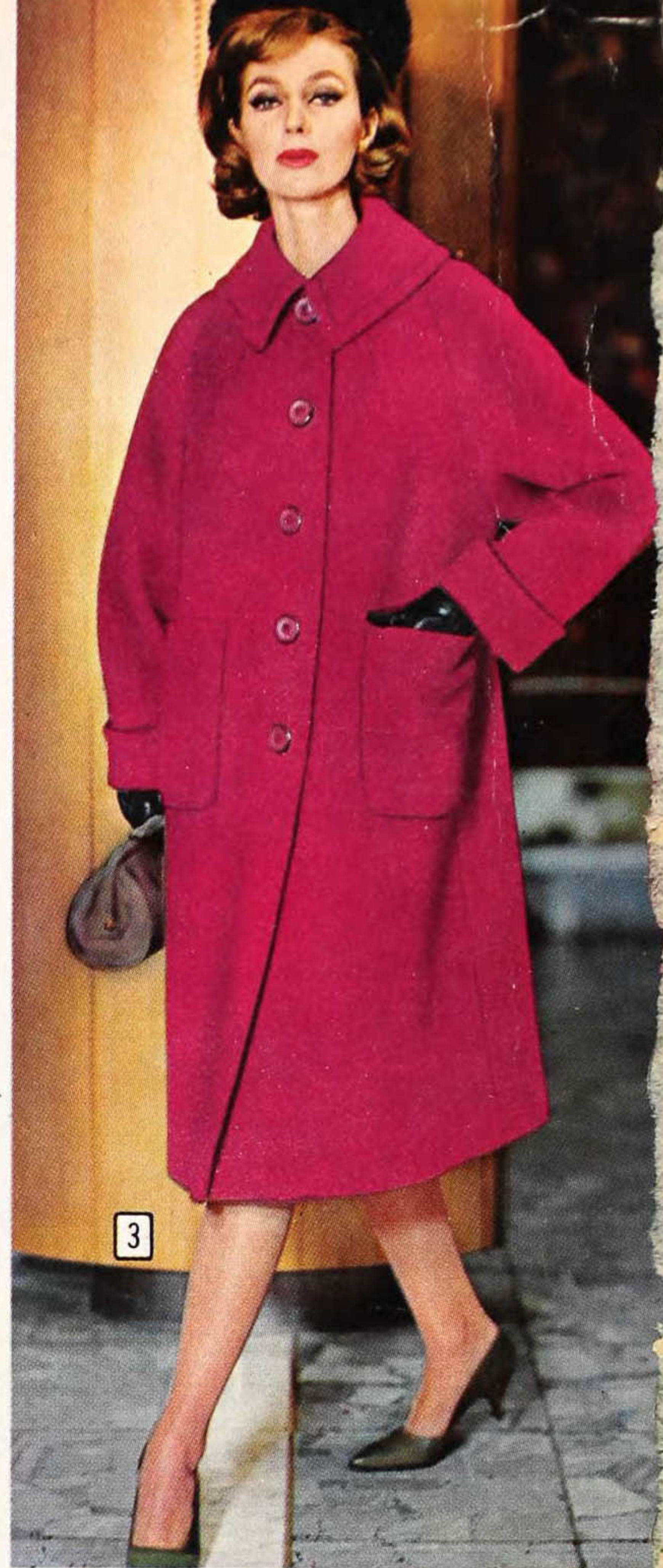
75 YEARS OF LOOKING AHEAD..



*SATISFACTION GUARANTEED
OR YOUR MONEY BACK*

INDEX STARTS ON PAGE 691

SEARS, ROEBUCK AND CO., CHICAGO 7, ILLINOIS



AT SEARS..

The COLORS

1 Belted or Not, the cape-collar wool fleece coat is today's favorite.

Juniors and Misses. State size 5-6, 7-8, 9-10, 11-12, 13-14, 15-16.

Petite Juniors (5 ft. 1 in. or under). State size 3, 5, 7, 9, 11, 13.

Shipping weight 5 pounds 6 ounces.

N17 G 1406—Gold N17 G 1405—Red

N17 G 1409—Fuchsia (rose)

N17 G 1407—Kelly green

N17 G 1408—Natural beige..\$24.75

2 Dyed Rabbit Fur Hat. Stenciled with brown and black spots on white. Fits head sizes 21¾ to 22½ in. Price includes 10% Fed. Excise tax.

N78 G 4600E—Shpg. wt. 10 oz.\$6.97

3 Classic Coat in textured all wool chinchilla cloth. Wt. 5 lbs. 10 oz.

Juniors and Misses. State size 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.

N17G4175—Fuchsia N17G4176—Gold

N17G4177—Natural beige

N17G4178—Bright red

N17G4179—Royal blue.....\$34.75



...The **STYLES** that are fashionable all over America

[4] Wide Notched Collar enhances this double-breasted, textured all wool chinchilla cloth coat. Lively and long-wearing, it will be fashionable many seasons. Shpg. wt. 5 lbs. 2 oz. *Fits Juniors and Misses. State size 5-6, 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.*
N17 G 2943—Red N17 G 2942—Beige
N17 G 2940—Fuchsia (rose)
N17 G 2941—Gold
N17 G 2944—Royal blue . . . \$34.75

[6] Collarless Cardigan . . its slender silhouette voted first in the nation. Fabric is soft pure wool fleece . . stitch-detailed. Shpg. wt. 4 lbs. 6 oz. *Fits Juniors and Misses. State size 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.*
N17 G 1410—Winter pink
N17 G 1411—Royal blue
N17 G 1412—Natural beige
N17 G 1413—Gold
N17 G 1414—Bright red . . . \$24.75

[5] Cowl Chin-collar tops a shapely, fashion-spirited coat of crisp, textured all wool chinchilla cloth. Collar also lies flat. Shpg. wt. 5 lbs. *Fits Juniors and Misses. State size 5-6, 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.*
N17 G 2920—Kelly green
N17 G 2921—Natural beige
N17 G 2922—Bright red
N17 G 2923—Medium gray
N17 G 2924—Royal blue . . . \$34.75

[7] The Cropped Coat of textured all wool chinchilla cloth . . busiest of all because of its versatile 35-inch length. Note the width of collar, the chic flared sleeves. Wt. 4 lbs. 8 oz. *Fits Juniors and Misses. State size 5-6, 7-8, 9-10, 11-12, 13-14, 15-16.*
N17 G 2925—Royal blue
N17 G 2926—Natural beige
N17 G 2927—Bright red
N17 G 2928—Gold . . . \$29.75

MEASURE AND BE SURE . . see page 712 for measurement charts

Milium-insulated linings for all-climate comfort



Sears Finest CASHMERE COATS

.. heavenly fabric of unexcelled quality, impeccable tailoring and trans-season Milium lining make them sound fashion investments



- Imported Mongolian Cashmere in the widest selection of colors and sizes we have ever offered
- Lustrous acetate and rayon crepe-back Milium lining
- Meticulous hand-stitching on collar and down the front

2-Skin Mink-trim

\$125.00

- [1] Masterpiece of luxury crowned with a regal natural mink shawl collar. A magnificent yet easy-to-wear clutch with sleeves you can cuff or turn down. Misses' sizes 8, 10, 12, 14, 16, 18, 20. Half sizes 16½, 18½, 20½, 22½. State size. Shipping weight 6 lbs. N17 G 1421C-Black with white mink

All colors listed below come with brown ranch mink collar.

N17 G 1425C-Light fawn brown
 N17 G 1426C-Green N17 G 1427C-Med.
 N17 G 1429C-Gray spice tan
 N17 G 1428C-Red N17 G 1422C-Black
 N17 G 1423C-Light bamboo beige
 N17 G 1424C-Blue
 \$10.00 monthly.....cash \$125.00

Classic Clutch

\$75.00

- [2] Grand gesture over everything in your wardrobe, every hour of the day. Fine details: sunburst-stitched back, sloped shoulders, notch collar. Misses' sizes 8, 10, 12, 14, 16, 18, 20. Half sizes 16½, 18½, 20½, 22½. State size. Shipping weight 5 lbs. N17 G 1433-Blue N17 G 1431-Black
 N17 G 1435-Green N17 G 1434-Light
 N17 G 1438-Gray fawn brown
 N17 G 1437-Red
 N17 G 1432-Light bamboo beige
 N17 G 1436-Medium spice tan
 \$8.00 monthly.....cash \$75.00



FABRICS THAT RESEMBLE FURS

... more beautiful than ever



(1) and (2) Convincing Curl-surface . . made of lustrous acetate and cotton pile on cotton back . . looks so like the real fur, it's difficult to realize it isn't authentic. An artful impersonator . . completely lined.

[1] The Jacket . . endlessly versatile.

State Misses' size 10, 12, 14, 16, 18.

N17 G 8085—Black. Wt. 4 lbs. 14 oz. \$33.00

[2] The Coat . . impressive for day or evening. Deep shawl collar; ornament included.

Misses' sizes 10, 12, 14, 16, 18, 20;

Half sizes 16½, 18½, 20½, 22½, 24½.

State size. Shpg. wt. 6 lbs. 4 oz.

N17 G 8027—Black. \$5 monthly; cash \$49.90

[3] Smart Odyna . . an out-and-out imitation, warm and long-wearing . . and so modestly priced. A go-everywhere coat of acrylic and modacrylic pile on triacetate and acetate back. Fully lined. Shpg. wt. 5 lbs. 9 oz.

Misses' sizes 8, 10, 12, 14, 16, 18. State size.

N17 G 8095—Striped Platinum gray

Also in Solid Colors

N17 G 8096—White N17 G 8099—Roman gold

N17 G 8097—Platinum gray

N17 G 8098—Light tan. \$29.90

[4] Incredibly Lush Greatcoat of softest acrylic and modacrylic fibers on cotton and modacrylic back. A magnificent deception . . expertly shaded to capture the appearance and glamour of one of the costliest furs in the world. Fully lined. Shpg. wt. 6 lbs. 6 oz.

Misses' sizes 8, 10, 12, 14, 16, 18. State size.

N17 G 8090—Medium brown

N17 G 8091—Platinum gray

N17 G 8092—Dark brown

\$6 monthly. cash \$59.90

The man-made miracle-pile coats on this page shun moths and mildew and so require no special storage, but they must be furrier cleaned

For measurement Charts see page 712

For Sears Easy Payment Plan
see page 689

With or Without an ORLON® PILE ZIP-LINER

Zip-lined styles have extra-warmth of Orlon acrylic liner (cotton backed) with interlined acetate sleeves. Coats acetate lined

- [2] Lustrous Pure Wool. Quietly fashionable coat with graceful, easy lines, sunburst-stitched back. *State Misses' size 8, 10, 12, 14, 16, 18.*

With Matching Color Zip-liner. Shipping weight 6 pounds.

N 17 G 2945—Black N 17 G 2946—Beige N 17 G 2948—Med. blue **\$39.90**

Without Zip-liner. Milium insulated acetate satin lining. Wt. 4 lbs. 10 oz.

N 17 G 2905—Black N 17 G 2907—Taupe brown
N 17 G 2906—Beige N 17 G 2908—Medium blue. **\$34.90**

- [3] Smoky Fleece. Soft virgin wool coat . . flattering to everyone.

With White Zip-out Liner. Shipping weight 5 pounds 12 ounces.

Misses' sizes 10, 12, 14, 16, 18, Half sizes 14½, 16½, 18½ 20½, 22½, 24½. Please state correct size.

N 17 G 2987—Teal blue N 17 G 2992—Teal blue
N 17 G 2988—Med. gray **\$34.90** N 17 G 2993—Med. gray **\$34.90**

Without liner . . warm interlining, acetate taffeta lining. Wt. 4 lbs. 9 oz. Misses. State size above. Half sizes. State size above.

N 17 G 2985—Teal blue N 17 G 2990—Teal blue
N 17 G 2986—Med. gray **\$29.90** N 17 G 2991—Med. gray **\$29.90**



- [1] Colorfully Nubbed Wool Tweed displays face-framing cowl collar . . smart open or closed. Shoulders are gently sloped . . sleeves are bracelet length. The complete look an expression of marvelous coat taste. (Coat without zip liner is Milium insulated acetate satin lined.) *State size. Misses' sizes 8, 10, 12, 14, 16, 18.*

With Zip Liner

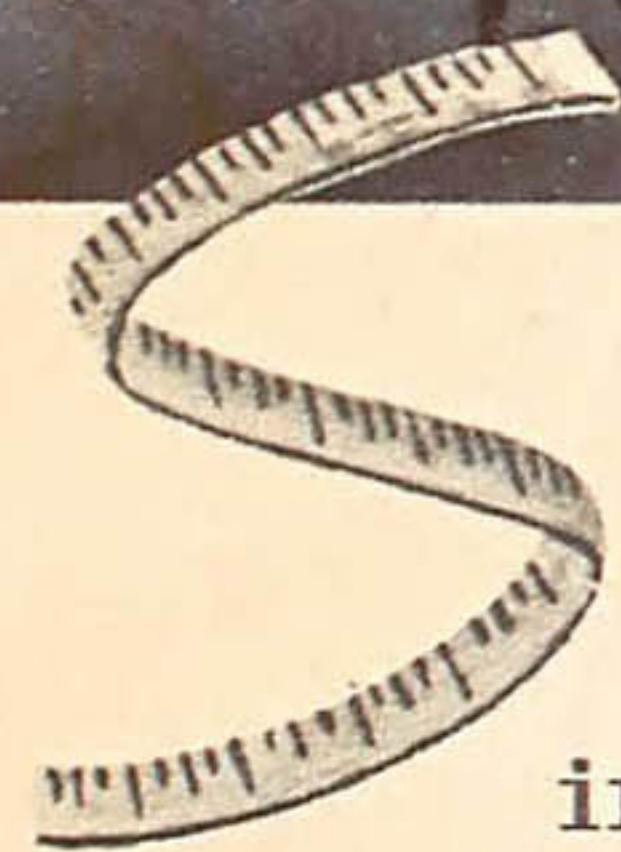
N 17 G 2935—Purple tweed; plum liner
N 17 G 2936—Green tweed; green liner
N 17 G 2937—Gray tweed; black liner
Shipping weight 6 lbs. 13 oz. **\$39.90**

Without Zip Liner

N 17 G 2930—Purple tweed
N 17 G 2931—Green tweed
N 17 G 2932—Gray tweed
Shipping weight 5 lbs. 7 oz. . . **\$34.90**



"Charge It" if you wish . .
see page 687



SCALED TO FIT YOU...

in length and at shoulders, bust, sleeves

the **SHORT WOMAN** . .

5 ft. 3½ in. and under

the **AVERAGE MISS** . .

5 ft. 3 in. to 5 ft. 6½ in.

the **TALL MISS** . .

5 ft. 7 in. and over

Classic Clutch Style \$24.75

Distinctive 90% wool, 10% cashmere with fine stitch detail. (Black is polished pure wool.) Milium lined. Ornament included. Shpg. wt. 4 lbs. 2 oz. *State size.*

Short Woman . . *Half sizes* 16½, 18½, 20½, 22½, 24½.

Average Miss . . *Sizes* 8, 10, 12, 14, 16, 18.

Tall Miss . . *Sizes* 10T, 12T, 14T, 16T, 18T, 20T.

N17 G 2967-Red N17 G 2966-Light beige

N17 G 2965-Black N17 G 2968-Med. blue. . . \$24.75

Beautiful Button Coat \$34.75

Soft, fine quality Botany all wool fleece . . its handsome new lines accented with welt stitching. Milium lined. Shipping weight 4 pounds 14 oz. *State size.*

Short Woman . . *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½.

Average Miss . . *Sizes* 8, 10, 12, 14, 16, 18.

Tall Miss . . *Sizes* 12T, 14T, 16T, 18T, 20T.

N17 G 2913-Gold N17 G 2911-Light beige

N17 G 2910-Med. gray N17 G 2912-Med. blue. . . \$34.75

Luxury Fabric plus Fur \$59.75

Natural ranch mink wedding-band collar enriches a lavish coat of 75% wool, 25% fur fibers. Wool interlined; fully lined. Wt, 5 lbs. 6 oz. *State size.*

Short Woman . . *Half sizes* 16½, 18½, 20½, 22½.

Average Miss . . *Sizes* 8, 10, 12, 14, 16, 18.

Tall Miss . . *Sizes* 14T, 16T, 18T, 20T.

N17 G 1419C-Fawn brown N17 G 1418C-Black

N17 G 1417C-Lt. beige. . \$6 monthly, cash \$59.75



Iranian CASHMERE \$48⁰⁰ Styles 1 and 2

We believe these incomparable for the price . . . they boast down-soft imported fabric, hand-finished edges, Milium acetate lining.

- [1] Button Coat. State size.**
Misses' sizes 10, 12, 14, 16; Tall Misses' 14T, 16T, 18T, 20T; Half sizes 16½, 18½, 20½, 22½. Shpg. wt. 4 lbs. 14 oz.
 N17 G 1087—Medium gray
 N17 G 1085—Bamboo beige
 N17 G 1086—Black
 \$5 monthly cash \$48.00
- [2] Clutch Coat. State size.**
Misses' 8, 10, 12, 14, 16, 18; Tall Misses' 12T, 14T, 16T, 18T, 20T; Half sizes 16½, 18½, 20½, 22½. Wt. 4 lbs. 14 oz.
 N17 G 2306—Bamboo beige
 N17 G 2307—Black
 N17 G 2309—Medium gray
 \$5 monthly cash \$48.00

- [3] Full Skin Mink-trimmed Clutch Coat . . (same style and sizes as coat 2). Please state size wanted from coat 2.**
 N17 G 1090C—Black with natural white mink
 N17 G 1089C—Bamboo beige with natural ranch (dk. brown) mink
 N17 G 1091C—Medium gray with natural gray mink
 Shipping weight 5 pounds \$7 monthly, cash \$68.00

- [4] Wool Fleece Coat** has a pretty collar, smart young lines. Warmly interlined; fully lined. *Fits Juniors and Misses. State size 7-8, 9-10, 11-12, 13-14, 15-16.*
 N17 G 1467—Red N17 G 1469—Royal blue
 N17 G 1468—Natural beige. Wt. 5 lbs. \$19.90

- [5] All Wool Tweed Coat.** Warmly interlined; fully lined. Shpg. wt. 4 lbs. 14 oz.
Misses' sizes 10, 12, 14, 16, 18, 20. Half sizes 16½, 18½, 20½, 22½, 24½. State size.
 N17 G 1451—Brown and white
 N17 G 1452—Gray and white \$19.90
Also in solid color Polished Wool
 N17 G 1453—Black 19.90

- [6] Coat and Scarf Set.** Orlon® acrylic and rayon plaid lining and scarf lend youthful airs to a serviceable 50% new wool, 50% reprocessed wool melton cloth coat.
Fits Juniors and Misses. State size 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. Shpg. wt. 5 lbs. 9 oz.
 N17 G 1430—Gray with plaid \$19.90

- [7] Ripple-textured Wool Coat** with two-way collar that closes high or lies flat. Milium insulated lining. Shpg. wt. 4 lbs. 9 oz.
Misses' sizes 8, 10, 12, 14, 16, 18. State size.
 N17 G 1448—Lt. beige N17 G 1450—Royal blue
 N17 G 1449—Fuchsia (rose) \$19.90

- [8] Zip-lined Tweed Coat** of 65% reprocessed wool, 35% rayon has button-up collar, full lining. Black Orlon acrylic pile sleeveless zip-liner (cotton-backed). Shpg. wt. 5 lbs. 5 oz.
Misses' sizes 8, 10, 12, 14, 16, 18. State size.
 N17 G 1464—Gray and blue \$19.90

- [9] Polished Pure Wool Coat** copies the nation's leading fashion silhouette. Dyed mouton-processed lamb collar. Cozy interlining; full lining. *Fits Juniors, Misses. State size 7-8, 9-10, 11-12, 13-14, 15-16. Wt. 4 lbs. 12 oz.*
 N17 G 1472—Black with white fur
 N17 G 1471—Black with black fur . . . \$19.90

- [10] Pincheck Tweed Topper.** Wool and nylon . . interlined, fully lined. Wt. 3 lbs. 10 oz.
Fits Juniors and Misses 9-10, 11-12, 13-14, 15-16, 17-18; Misses' 20. State size.
 N17 G 1807—Gray tweed
 N17 G 1808—Blue tweed \$12.90
Women's, Half sizes 34-14½, 36-16½, 38-18½, 40-20½, 42-22½, 44-24½. State size.
 N17 G 1809—Gray tweed
 N17 G 1810—Blue tweed \$13.90

- [11] Dressy Topper** features stylish bracelet-length sleeves. Milium insulated lining. Glitter ornament included. Shpg. wt. 3 lbs.
Misses' sizes 8, 10, 12, 14, 16, 18. State size.
 N17 G 1821—Beige Wool and 10% Cashmere
 N17 G 1820—Black Polished Pure Wool \$12.90

- [12] Fur-collared Walking Suit** of nubby 90% wool, 10% silk tweed takes its color cue from harmonizing dyed mouton-processed lamb. Lined, dropped-shoulder jacket.
Misses' sizes 8, 10, 12, 14, 16, 18. State size.
 N17 G 3376—Gold N17 G 3377—Beige
 N17 G 3378—Bright blue. Wt. 3 lbs. 2 oz. \$19.90

- [13] Casual Suit** of textured wool and nylon. Brief, lined jacket; softly pleated skirt.
Fits Juniors and Misses. State size 7-8, 9-10, 11-12, 13-14, 15-16. Shpg. wt. 2 lbs. 7 oz.
 N17 G 3351—Bright green
 N17 G 3352—Deep turquoise blue
 N17 G 3353—Scarlet red \$12.90

- [14] Tweed Walking Suit . .** reprocessed wool, rayon and nylon. Lined, longer jacket and slim skirt fill many fashion roles.
Misses' sizes 8, 10, 12, 14, 16. State size.
 N17 G 3366—Brown
 N17 G 3367—Gray. Wt. 3 lbs. 6 oz. . . \$13.90

- [15] Fitted, Fur-Collared Suit** features dyed mouton-processed lamb, color-matched to textured 90% wool, 10% silk tweed. Lined jacket. Shipping weight 2 pounds 6 ounces.
Misses' sizes 8, 10, 12, 14, 16, 18. State size.
 N17 G 3371—Beige N17 G 3372—Gold
 N17 G 3373—Fuchsia (rose) \$19.90



As nice





as they look . . and only \$12⁹⁰ to \$19⁹⁰





FOAM-LAMINATED KNITS

Sears heralds a new idea in design . . . amazing garments insulated with weather-defying, shape-giving foam backing bonded to knitted fabrics. Buy them . . . try them . . . for outstanding comfort, lasting good looks.

[1] Car Coat of laminated bulky-knit Orlon® acrylic has chin-collar trim of matching-color Orlon acrylic pile (cotton-backed). Acetate lining quilted to nylon batting. Wt. 3 lbs. 6 oz. *Fits Juniors and Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. State size.*
 N17 G 6380—Gold
 N17 G 6381—Champagne beige
 N17 G 6382—Medium green. **\$19.90**

[2] Walking Suit of laminated Orlon acrylic and wool jersey . . . a trans-season fashion natural. Jacket and skirt (both fully lined) can go their separate ways, too. You'll find jacket as smart over pants as skirts. *Misses' sizes 10, 12, 14, 16, 18, 20. Please state correct size.*

The 2-pc. Suit . . . Shpg. wt. 3 lbs. 10 oz.
 N17 G 3356—Black
 N17 G 3357—Red
 N17 G 3358—Beige. **\$24.90**
The Jacket only . . . Wt. 2 lbs. 15 oz.
 N17 G 3361—Black
 N17 G 3362—Red
 N17 G 3363—Beige. **\$18.90**

[3] Bib Coat. A button-up black Orlon acrylic knit insert (detachable) warms the neckline of laminated Orlon acrylic and wool jersey coat. Dropped shoulders mark it as this season's fashion. Fully lined. Wt. 3 lbs 4 oz. *Fits Juniors and Misses 7-8, 9-10, 11-12, 13-14, 15-16. State size.*
 N17 G 1461—Red N17 G 1462—Black
 N17 G 1463—Beige. **\$19.90**

[4] Bulky Knit Topper . . . laminated Orlon acrylic lined in acetate quilted to nylon batting. Wt. 2 lbs. 8 oz. *Juniors' and Misses' 7-8, 9-10, 11-12, 13-14, 15-16, 17-18; Women's and Half sizes 34-14½, 36-16½, 38-18½, 40-20½, 42-22½, 44-24½. State size.*
 N17 G 6375—Champagne beige
 N17 G 6377—Medium green
 N17 G 6376—Black. **\$16.90**

Also in Laminated Cotton Knit . . . fully lined. State Juniors, Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.
 N17G6255—Creamy white
 N17G6256—Med. willow green
 N17G6257—Gold. Wt. 2 lbs. 8 oz **\$12.90**



6

5



7

... give you built-in comfort

- ✓ they lock out wind and cold with far less weight and bulk than ordinary outerwear
- ✓ they're wrinkle-resistant; won't sag or crush
- ✓ they dry clean beautifully, keep their shape

[5] The Storm Coat lined and collared in Orlon® acrylic pile (cotton-backed). A lovely, wintry marvel in water-repellent laminated Orlon acrylic and wool jersey. Interlined acetate-lined sleeves. Wt. 3 lbs. 15 oz. *Fits Juniors, Misses 9-10, 11-12, 13-14, 15-16, 17-18; Misses' 20.* N17 G 7070—Black; gold pile N17 G 7071—Red; black pile **\$29.90**

[6] The Balmacaan . . . worsted wool jersey, laminated and water-repellent; completely lined. With or without a zip-liner of Orlon acrylic pile on cotton back (acetate sleeves quilted to acetate batting). *Fits Juniors, Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. State size.*
With Zip-liner. Wt. 3 lbs. 11 oz. *Without Zip-liner.* Wt. 2 lbs. 14 oz.
 N17 G 7040—Red; black liner N17 G 7045—Red
 N17 G 7041—Black; gold liner N17 G 7046—Black
 N17 G 7042—All beige . . . **\$29.90** N17 G 7047—Beige . . . **\$19.90**

[7] The Slack Set . . . water-repellent laminated Orlon acrylic and wool jersey. Jacket has acetate-backed Orlon acrylic pile on collar, cozy acetate quilt lining. Acetate-lined slacks wearable indoors, outdoors. *Fits Juniors, Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. State size.*

2-Piece Set	Jacket only	Slacks only
N17 G 6385—Green	N17 G 6705—Green	N17 G 6406—Green
N17 G 6386—Black	N17 G 6706—Black	N17 G 6407—Black
N17 G 6387—Red	N17 G 6707—Red	N17 G 6408—Red
N17 G 6388—Beige	N17 G 6708—Beige	N17 G 6409—Beige
Shpg. wt.	Shpg. wt.	Shpg. wt.
3 lbs. 13 oz. . . \$34.00	2 lbs. 13 oz. . . \$25.00	1 lb. 6 oz. . . \$10.00

ANNOUNCING THE ALLSTATE MOTOR CLUB! A great new service for your driving economy and pleasure. See page 917

PCBKM
AEDSLG SEARS 11



AT SEARS..
Great
Classics in
LEATHER
or **PLASTIC**

FINEST CABRETTA LEATHER . . creamy-textured, long-wearing fashion leader has a way of making you look like a million. Clean with a damp cloth.

BOLTAFLX 400 PLASTIC . . softest, most supple vinyl fabric we've ever seen (next best thing to leather). Priced for budget-watchers. Wipes clean.

[1] Luxurious Tie-Coat . . fully lined. With or without sleeveless zip-liner of Orlon® acrylic pile on cotton back. *State Misses' size 8, 10, 12, 14, 16, 18.*

Cabretta Leather

With Zip-liner. Shipping weight 6 lbs.
N17 G 5164—Beige N17 G 5165—Green
N17 G 5166—White with black pile
N17 G 5167—Tan. \$6 monthly; cash **\$58.00**
Without Zip-liner. Shipping weight 5 lbs.
N17 G 5159—Beige N17 G 5160—Green
N17 G 5161—White
N17 G 5162—Tan.....**\$48.00**

Boltaflex 400 Plastic

With Zip-liner. Shipping weight 5 lbs.
N17 G 5521—Beige N17 G 5522—Green
N17 G 5523—White with black pile
N17 G 5524—Tan.....**\$21.90**
Without Zip-liner. Shpg. wt. 4 lbs. 12 oz.
N17 G 5505—Beige N17 G 5506—Green
N17 G 5507—White
N17 G 5508—Tan.....**\$16.90**

[2] Neat Jacket . . a favorite with or without sleeveless Orlon acrylic pile zip liner (cotton backed). Fully lined. *State Misses' size 8, 10, 12, 14, 16, 18.*

Cabretta Leather

With Zip-liner. Shpg. wt. 3 lbs. 7 oz.
N17 G 5180—Tan N17 G 5181—Beige
N17 G 5182—White with black pile
N17 G 5183—Green.....**\$34.75**
Without Zip-liner. Shipping weight 3 lbs.
N17 G 5069—Tan N17 G 5070—Beige
N17 G 5071—White
N17 G 5073—Green.....**\$29.75**

Boltaflex 400 Plastic

With Zip-liner. Shpg. wt. 3 lbs. 8 oz.
N17 G 5565—Tan N17 G 5566—Beige
N17 G 5567—White with black pile
N17 G 5568—Green.....**\$16.90**
Without Zip-liner. Shipping weight 3 lbs.
N17 G 5560—Tan N17 G 5562—White
N17 G 5561—Beige
N17 G 5563—Green.....**\$12.90**

[3] Pile-lined Topper . . handsome and cozy warm. Orlon acrylic lining (cotton-backed). Quilted acetate-lined sleeves. *State Misses' size 8, 10, 12, 14, 16, 18.*

Cabretta Leather

N17 G 5154—Gold
N17 G 5155—Beige
N17 G 5156—White with black pile
N17 G 5157—Green
Wt. 4 lbs. 5 oz. **\$39.90**

Boltaflex 400 Plastic

N17 G 5500—Gold
N17 G 5501—Beige
N17 G 5502—White with black pile
N17 G 5503—Green
Shpg. wt. 4 lbs. **\$19.90**

ANNOUNCING THE ALLSTATE MOTOR CLUB! A great new service for your driving economy and pleasure. See page 917.



be weather-wise
in Sears
STORM-WEAR



1 Short-coat with Button-off Hood. Wool and nylon fleece with Orlon acrylic pile lining (cotton-backed). Quilted acetate sleeve lining. Shpg. wt. 3 lbs. 10 oz. *State size.*
Fits Juniors, Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.
N17 G 6395—Camel tan with matching color pile
N17 G 6396—Red with white pile. \$24.90

2 Coat with Inner Warmth . . . matching Orlon® acrylic pile lining (cotton-backed). Interlined acetate-lined sleeves. *State Misses' size 10, 12, 14, 16, 18, 20. Wt. 5 lbs. 11 oz.*
N17 G 1458—Heather green fleecy tweed (reused wool, reprocessed wool, mohair and other fibers).
N17 G 1459—Black solid color (all wool). \$19.90

3 Plaid-mated Set. Red-and-green wool and Orlon acrylic plaid accents all wool chinchilla cloth short-coat . . . creates a lining too smart to hide, a scarf that turns into a hood.
Fits Juniors, Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.
N17 G 6390—Red N17 G 6392—Mustard gold
N17 G 6391—Beige. Shpg. wt. 4 lbs. 10 oz. *State size.* \$29.90

(4) and (5) Great-coat in Choice of 2 Fabrics . . . water-repellent, pile-lined . . . to wear belted or not, with hood up or down as a collar. Orlon acrylic pile lining on cotton back. Rayon-lined sleeves interlined with reprocessed wool, other fibers.
Misses' sizes 8, 10, 12, 14, 16, 18. Please state size.

4 Cotton Poplin. Shipping weight 4 lbs. 13 oz.
N17 G 7030—Beige with beige pile
N17 G 7031—Med. stone green with dark green pile \$19.90

5 Wide-wale Cotton Corduroy. Shpg. wt. 4 lbs. 13 oz.
N17 G 7033—Dark olive green with beige pile
N17 G 7034—Taupe brown with beige pile
N17 G 7035—Black with white pile. \$19.90



(1) and (2) Fluffy Orlon® Pile Jackets for sportswear or dress-up. So low priced, you'll want to buy one of each. Orlon acrylic on cotton back. Completely lined. Shpg. wt. 2 lbs. 12 oz.

[1] Button Style. Fits Juniors and Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. State size.
N17 G 8075—Green
N17 G 8076—White
N17 G 8077—Taupe brown
N17 G 8078—Black
N17 G 8079—Gold.... \$12.90

[2] Wrap Style Fits Juniors and Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. State size.
N17 G 8043—White
N17 G 8042—Taupe brown
N17 G 8044—Black
N17 G 8145—Gold
N17 G 8146—Med. green \$12.90

[3] Reversible. When the sun shines, you'll show off the fleecy-textured Creslan® acrylic pile (cotton-backed). When clouds appear, turn to water-repellent cotton poplin side. Fits Juniors, Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. State size. Shpg. wt. 3 lbs. 6 oz.
N17 G 6315—Gold with butter
N17 G 6316—Med. willow green with ivory pile... \$19.90

[4] White Creslan acrylic pile (cotton-backed) lines trimly tailored melton cloth topper of 50% new wool, 50% reprocessed wool. Quilted acetate sleeve lining. Hood-collar. Fits Juniors and Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. State size. Shpg. wt. 4 lbs. 11 oz.
N17 G 6365—Charcoal gray
N17 G 6366—Medium loden green..... \$19.90

[5] Cotton Cord jacket buttons up to your chin, has a convertible hood-collar with matching-color cotton-backed Orlon acrylic pile. Lined in acetate quilted to nylon batting. Wt. 3 lbs. 6 oz. Fits Juniors, Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. State size.
N17 G 6345—Willow green N17 G 6346—Light beige..... \$9.90

[6] Wool Tweed... harmonizing dyed mouton-processed lamb collar. Warm quilted lining. Shipping weight 3 pounds 6 ounces. Juniors and Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. Women's and Half sizes 34-14½, 36-16½, 38-18½, 40-20½, 42-22½, 44-24½. State size.
N17 G 6169—Black and white
N17 G 6170—Brown and white. State size..... \$14.90
N17 G 6700—Black, white
N17 G 6701—Brown, white... \$15.90

[7] Cotton Poplin... pile-lined (Orlon acrylic on cotton back). Sleeves lined in acetate quilted to nylon batting. Water repellent. Hood-collar. Fits Juniors and Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18; Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size.
N17 G 6350—Light turquoise with white pile
N17 G 6351—Light beige with muted green pile
N17 G 6352—Med. willow green with muted green pile
Shipping weight 3 pounds 11 ounces..... \$19.90



[8] Imported Cotton Suede Fabric. Lining, cuffs, convertible collar of creamy butter-color Orlon® acrylic pile on cotton back. Sleeves lined in acetate quilted to nylon batting. *Fits Juniors and Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. State size.* Shipping weight 3 pounds 11 ounces. N17 G 6330—Rust brown N17 G 6331—Olive green. . . . **\$19.90**

[9] Wool and Nylon Fleece for camp, city and country wear. Attractively lined in contrasting Orlon acrylic pile (cotton backed). Quilted acetate sleeve lining. *Fits Juniors, Misses . . . State size 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.* N17 G 6360—Red with black pile N17 G 6361—Black; red pile Shipping weight 3 lbs. . . . **\$16.90**

[10] Cuddly Creslan® acrylic pile lines smart cotton corduroy coat. Sleeves lined in acetate quilted to nylon batting. Hood-collar. *State Juniors or Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.* N17 G 6325—Gold with butter pile N17 G 6326—Olive green; butter pile N17 G 6327—Deep blue with white pile. Wt. 3 lbs. 11 oz. . . **\$16.90**

[11] Cotton Corduroy with Orlon acrylic knit collar and sleeves. Orlon acrylic pile lining on cotton back. Sleeves lined in acetate quilted to nylon batting. *Fits Juniors and Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. State correct size. Shpg. wt. 3 lbs. 12 oz.* N17 G 6320—Black with gold pile N17 G 6321—Olive green with muted green pile N17 G 6322—Taupe brown with beige pile. . . . **\$19.90**

[12] Braid-trimmed Cotton Poplin. Collar and lining of Orlon acrylic pile on cotton back. Sleeves lined in rayon quilted to nylon. Water repellent. *Juniors and Misses 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. Women's and Half sizes 36-16½, 38-18½, 40-20½, 42-22½, 44-24½. State size.* Shipping wt. 3 lbs. 6 oz. N17 G 6238—Beige; green pile N17 G 6239—All beige N17 G 6240—Medium stone green with green pile. . . **\$14.90**

[13] Wool Tweed . . . wool knit scarf striped red, white and black to match Orlon acrylic pile lining (cotton backed). Quilted acetate sleeve lining. *Fits Juniors and Misses 9-10, 11-12, 13-14, 15-16, 17-18; Misses' 20. Please state correct size.* N17 G 6355—Gray and white Shipping weight 3 pounds 10 ounces. . . . **\$19.90**

[14] Cotton Corduroy . . . lined in Orlon acrylic pile on cotton back. Sleeves lined in acetate quilted to nylon batting. *Misses' sizes 8, 10, 12, 14, 16, 18; Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size.* Wt. 4 lbs. 6 oz. N17 G 6189—Olive green with green pile N17 G 6187—Medium fawn brown with beige pile N17 G 6188—Charcoal gray with gray pile. . . . **\$16.90**

AT SEARS..

SHORT COATS for on-the-go wear





The Reversible . . two Coats in one

\$19.90

80% Orlon acrylic, 20% wool jersey reverses to cotton poplin. Laminated foam lining gives bulkless warmth, wonderful shape retention. Water-repellent.

Fits Juniors and Misses . . State size 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. Shipping weight 3 lbs. 6 oz.

N17 G 9266-Black jersey and gold poplin

N17 G 9267-Red jersey and black poplin

N17 G 9268-Green jersey and beige poplin. . . \$19.90

MEASURE TO BE SURE . . see page 712 for charts

1 Cotton Poplin. Half-lined in Orlon® acrylic pile on cotton back; bottom and sleeve lining of acetate quilted to reused wool, other fibers. Water-repellent. Zip-off hood. *Fits Juniors and Misses . . State size 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.*

N17 G 7090-Muted green

N17 G 7091-Beige. Wt. 3 lbs. 11 oz. **\$12.90**

3 Cotton Corduroy . . Orlon acrylic pile on collar is cotton-backed. Warm lining of acetate taffeta quilted to nylon batting. Water-repellent. Shpg. wt. 4 lbs. 6 oz.

Fits Juniors and Misses 9-10, 11-12, 13-14, 15-16, 17-18; Misses 20. State size.

N17 G 7085-Pecan brown

N17 G 7086-Medium willow green. **\$16.90**



2 Reversible Coat with Umbrella. Cotton poplin; harmonizing acetate paisley print. Convertible hood-collar. Water repellent. Shpg. wt. 4 lbs. *State correct size.*

Misses' sizes 8, 10, 12, 14, 16, 18;

Petite Misses' 6P, 8P, 10P, 12P, 14P, 16P;

Half sizes 14½, 16½, 18½, 20½, 22½, 24½.

N17 G 9016C-Beige

N17 G 9017C-Medium willow green. **\$12.90**



4 Cotton Tweed with Hat . . fully lined. Water-repellent. Shpg. wt. 3 lbs. 10 oz.

Misses' sizes 10, 12, 14, 16, 18, 20; Half sizes 16½, 18½, 20½, 22½, 24½. State size.

N17 G 9261-Black and white

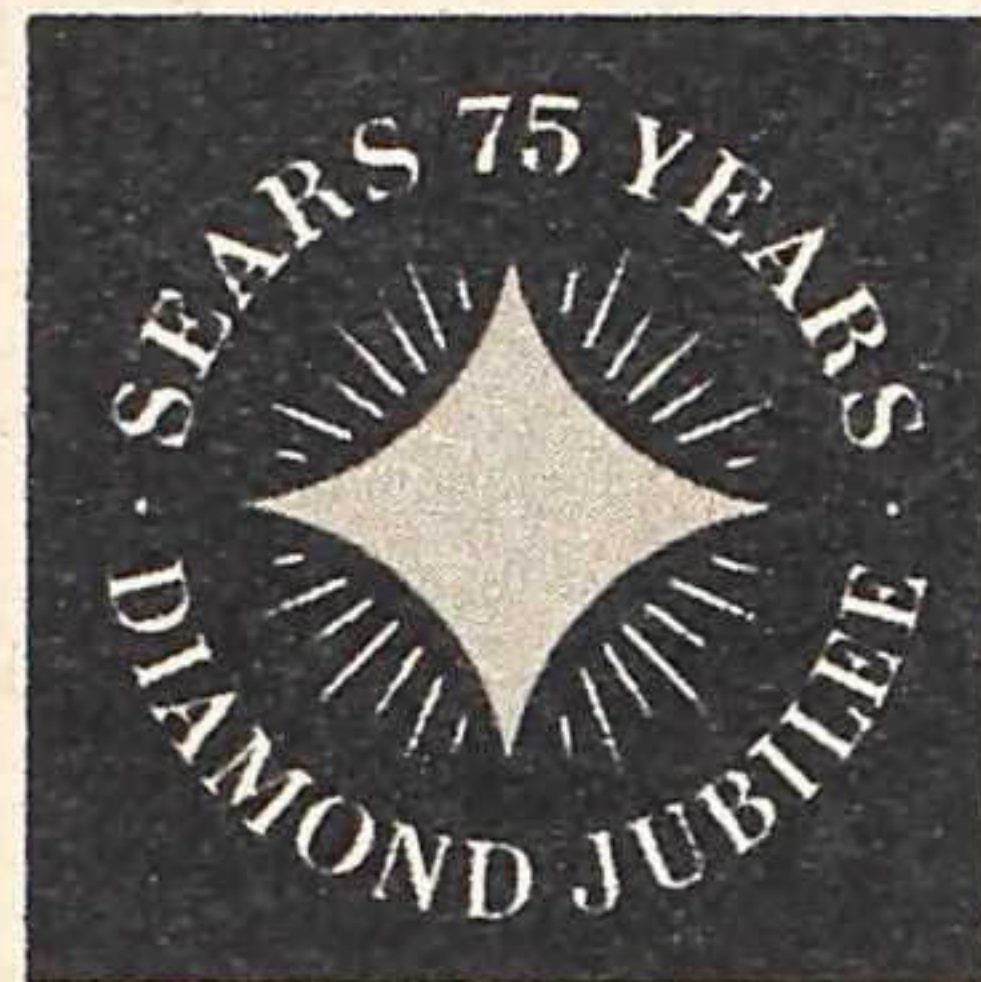
N17 G 9262-Aqua blue and gray

N17 G 9263-Mauve pink and gray. **\$12.90**





← Proportioned Balmacaan in fine Cotton Poplin



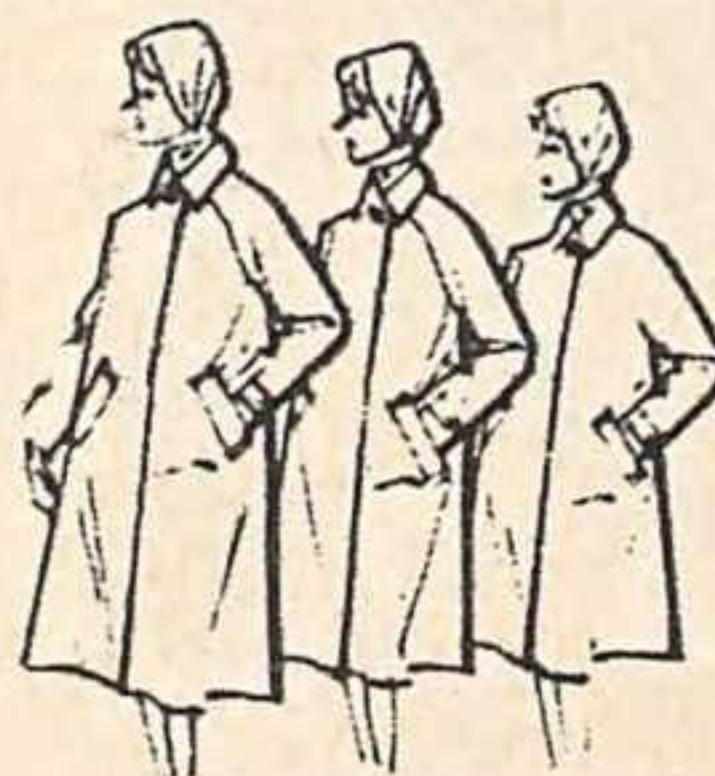
*Specially
chosen
as a Sears
Jubilee
Value*

◆ *Because* it has Zelan finish by Du-Pont for *water-repellency*; Zeset finish by Dupont for *crease-resistance*; is laboratory-proven *washable* . . 3 features you seldom find at this low price

Tall . .
Fits 5' 7" and over

Average . .
Fits 5' 3" to 5' 6½"

Petite . .
Fits 5' 3" and under



With Zip-out Liner **\$18.90**

① Matching Orlon® acrylic pile liner is cotton-backed, has sleeves of acetate quilted to acetate. Coat is completely lined.

Average Misses 8, 10, 12, 14, 16, 18, 20.

Average Women 40, 42.

Petite Misses 6P, 8P, 10P, 12P, 14P, 16P.

Tall Misses 12T, 14T, 16T, 18T, 20T.

State correct size. Shpg. wt. 3 lbs. 14 oz.

N17 G 9254—Light beige

N17 G 9255—Medium stone green **\$18.90**

Without Zip Liner **\$9.90**

Completely lined. *In proportioned sizes above.* *State correct size.* Shipping wt. 3 lbs.

N17 G 9250—Light beige

N17 G 9251—Medium stone green **\$9.90**

Lustrous Twill Coat ➔

② Water-repellent rayon and combed cotton . . Milium acetate lined. Tie belt included. Shipping weight 3 lbs. 12 oz. *Fits Juniors and Misses.* *State size* 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.

N17 G 9356—Brass gold

N17 G 9357—Sea blue

N17 G 9358—Dark olive green. . . **\$16.90**

③ Silk Crinkled Chiffon Scarf. . . reversible double fabric. About 16x45 in. Hand wash alone. From Japan. Wt. 2 oz.
88 G 8427—Sky blue with light blue
88 G 8428—Orange with light orange
88 G 8429—Brown with beige
88 G 8430—Lilac with light lilac. . . **\$1.97**



SEARS
FASHIONS
FOR

JUN



1 Sheer Sorcery creates this bewitching dress . . . an illusion achieved with beautiful silk organza filmed over acetate taffeta and lace. Pretty bodice in fine Chantilly-type lace (acetate and nylon), cut low in back. The skirt flares buoyantly. Long back zipper. Dry clean.
Junior sizes 7, 9, 11, 13, 15. Please state size. Shpg. wt. 1 lb. 2 oz.
N31 G 7008—Medium blue
N31 G 7009—Black \$12.84

2 Eye-catching Velveteen fashion . . . slated for a party-going whirl. Smooth bodice circled and bowed with acetate satin . . . perfect foil for the bell skirt shaped with sculptured pleats. Back zipper. Deeply piled twill-back cotton . . . dry clean.
Junior sizes 7, 9, 11, 13, 15. Please state size. Shpg. wt. 1 lb. 2 oz.
V31 G 6167—Scarlet red
V31 G 6168—Black
V31 G 6169—Royal blue . . . \$12.54

3 Overblouse Dress. Fine-rib rayon-cotton acetate. Back-button top; back-zipper dress. Dry clean.
State Junior size 7, 9, 11, 13, 15.
N31 G 7000—Black with beige trim
N31 G 7001—Med. blue with lt. blue trim. Wt. 1 lb. 10 oz. . . \$12.84
Petite Juniors (5 ft. 1 in. or under).
State size 5, 7, 9, 11, 13.
N31 G 7002—Black with beige trim
N31 G 7003—Med. blue with lt. blue trim. Wt. 1 lb. 10 oz. . . \$12.84

4 Buoyant Cotton and Silk . . . a lovely crisp fabric shaped to make you look like a figurine. Triple-tier collar, tiny midriff pertly bowed and a bouncy bouffant skirt . . . all add up to a delectable dress designed for partying and dancing. Long back zipper. Dry clean.
Junior sizes 7, 9, 11, 13, 15. State correct size. Shipping wt. 12 oz.
V31 G 5136—Lilac
V31 G 5137—Turquoise blue . . \$9.84



TOPS



5 The Shirdress appears here in a burst of vivid color. Lovely stay-fresh rayon with the look and feel of silk. Step-in dress with bodice-tab and buttoned cuffs. Hand wash separately.

State Junior size 7, 9, 11, 13, 15. Shpg. wt. 1 lb. N31 G 7004—Bright turquoise blue with bright green trim. \$12.84

8 Filmy Rayon Crepe Georgette fashions a whirl of a dress. Tucked front bodice. Cowl neckline loops and flutters in back. Fully lined; back zipper. Dry clean. Junior sizes 7, 9, 11, 13, 15. State correct size.

N31 G 8000—Brilliant green N31 G 8002—Black N31 G 8001—Brilliant red. Shpg. wt. 1 lb. 2 oz. \$17.84

6 Plaid with a Flare . . a beautiful bias-cut wool. Shapely dress, circled with shiny bowed belt. Full, swinging skirt. Back zipper. Dry clean.

Junior sizes 7, 9, 11, 13, 15. State correct size. Shpg. wt. 1 lb. 10 oz. N31 G 7070—Pink, black and purple N31 G 7071—Olive, green and gold. \$13.84

7 Glamorous Brocade of cotton and rayon molds young sophistication. Elegant dress . . its overskirt, cleverly side-slashed, hides skirt pocket. In the back; zipper and kick pleat. Dry clean.

Shpg. wt. 1 lb. 2 oz. Junior sizes 7, 9, 11, 13, 15. State correct size. V31 G 6175—Ivory V31 G 6176—Mint (light) green. \$10.84 Petite Juniors (5 feet 1 inch or under). State size 5, 7, 9, 11, 13. V31 G 6177—Ivory V31 G 6178—Mint (light) green. \$10.84

9 Bowed Whimsy catches his eye quicker than you can dip an eyelash! Rhinestone-glittered veil encircled with 8 bows of rayon velvet. State color black; cocoa med. brown; purple; red; white. Shipping weight 9 oz. N78 G 4615—Fits all. \$1.97

JUNIORS

put your dollars in

[1] Herringbone patterned wool sheath trimmed with natural ranch mink. Slim-shaped to curve beautifully . . . dashed with pockets. Back zipper. Dry clean.

Junior sizes 5, 7, 9, 11, 13, 15. State size.

V31 G 6188—Deep gold with white
Shpg. wt. 1 lb. . . \$10.84

[2] Plaid worsted wool with a bevy of unpressed pleats. Cowl collar bows gaily off center. Back zipper. Dry clean. Shpg. wt. 1 lb.

Junior sizes 7, 9, 11, 13, 15. State size.

V31 G 6171—Cinnamon, gold and black plaid
V31 G 6172—Red and black plaid \$10.84



[1]



[3]

Also in
Petite Junior
Sizes



[4]



[2]

[3] Overblouse Dress. White bulky knit dickey is removable. Two-piece flannel . . . back-button top and a slim, lined skirt. Wool. Dry clean. Wt. 1 lb. 10 oz. *State size.*

Junior sizes 7, 9, 11, 13, 15.

N31G7055-Scarlet red

N31G7056-Royal blue \$13.84

Petite Juniors (5'1" or under).

State size 5, 7, 9, 11, 13.

N31G7057-Scarlet red

N31G7058-Royal blue \$13.84

[4] Pert Suit-Dress in gentle wool flannel. Sleek tailored top has a double row of self-covered buttons, a notched waistline and favorite below-the-elbow sleeves. Slim skirt is skillfully shaped with darts. Dry clean.

Junior sizes 7, 9, 11, 13, 15. Please state correct size.

V31 G 6194—Moss green

V31 G 6195—Navy blue

Shpg. wt. 1 lb. 1 oz. . . \$10.84

these luscious Soft Wools



5
Also in Petite
Junior Sizes



6
Also in Petite
Junior Sizes



7

5 Bowed Dickey of crisp white rayon against supple flannel. Remove it for a bare-neckline dress. Back zipper. Dry clean. Shpg. wt. 1 lb. 1 oz. *State size.*
Junior sizes 7, 9, 11, 13, 15.
V31 G 6190—Turquoise
V31 G 6191—Fuchsia
rose.....\$10.84
Petite Juniors (5'1" or under).
State size 5, 7, 9, 11, 13.
V31 G 6196—Turquoise
V31 G 6197—Fuchsia
rose.....\$10.84

6 Fringe-outlined step-in dress, patterned in a smart basket-weave. Buttons to waist, hidden skirt-zipper. Dry clean. Shpg. wt. 1 lb. 2 oz. *State size.*
Junior sizes 5, 7, 9, 11, 13, 15.
V31 G 6173—Beige tweed
V31 G 6174—Gray
tweed.....\$10.84
Petite Juniors (5'1" or under).
State size 5, 7, 9, 11, 13.
V31 G 6198—Beige tweed
V31 G 6199—Gray
tweed.....\$10.84

7 Asymmetrical Charm on ribbed princess-type dress. Hand-bound buttonholes. Back zipper. Dry clean. Shpg. wt. 1 lb. 6 oz.
Junior sizes 7, 9, 11, 13, 15. *State size.*
N31G7611—Medium blue and gold
N31G7612—Red and beige...\$18.84
8 Our Fabric Pillbox. Pick a jungle pet: black or white or spotted... "bagged" to wear with these luscious wools, looks like the real thing. *State color* black spots on beige; all black; all white. Shpg. wt. 8 oz.
N78G4610—Fits all sizes....\$3.97



8

be exciting in Shapely Jersey

JUNIORS

[1] Slimmed Dress . . sleek, smooth fit in Orlon® acrylic and wool. Set-in tie belt; back zipper. Pin not incl. Hand wash separately. Shpg. wt. 13 oz. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 5134—Bright blue
V31 G 5135—Black.....\$9.84

[2] Fitted Costume in pure wool. Dress with waist-hugging midriff, back zipper. Checked, bulky-weave jacket with pull-tie collar. Dry clean. Junior sizes 7, 9, 11, 13, 15. State size. N31 G 7650—Black, red and white
Shipping weight 1 lb. 8 oz. ...\$15.84

[3] Princess-Dress, beautifully shaped in soft wool. High jewel neckline; back zipper. Dry clean. Junior sizes 7, 9, 11, 13, 15. State size. Shipping weight 1 pound 3 ounces. N31 G 7062—Emerald green
N31 G 7063—Black.....\$14.84

[4] Cumberbund Dress defines a pretty figure in matté jersey fabric of acetate and nylon. Easy back zipper. Dry clean. Shpg. wt. 1 lb. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 6192—Bright blue print
V31 G 6193—Cherry red print \$11.84



.. look adorable in flirty Pleats



5 Mushroom Pleats are here to stay in graceful, wrinkle-resistant Arnel® triacetate jersey. Young rounded collar; rope belt. Just cut with scissors to shorten hem . . . edge will not ravel. Back zipper. Pin not included. Hand wash separately.
Junior sizes 7, 9, 11, 13, 15. State correct size.
 Shipping weight 11 oz.
 V31 G 5120—Cherry red
 V31 G 5121—Medium turquoise blue . . . \$9.54



6 Lifting Box Pleats flow from set-in waistband. Crisp Arnel triacetate and rayon sheds wrinkles. Back zipper. Hand wash alone.
Junior sizes 5, 7, 9, 11, 13, 15. State correct size.
 V31 G 5122—Bright blue
 V31 G 5123—Gold
 Shpg. wt. 15 oz. . . \$9.84
Petite Juniors (5 feet 1 inch or under).
State size 5, 7, 9, 11, 13.
 V31 G 5142—Bright blue
 V31 G 5143—Gold
 Shpg. wt. 15 oz. . . \$9.84



7 Stay-in Box Pleats on an easy-sway skirt branch from pretty bodice tucks. Back news; big buttons to the waistline, zipper below. Dacron® polyester and rayon blended to look like lovely worsted. Hand wash separately.
Junior sizes 7, 9, 11, 13, 15. State correct size.
 Shipping wt. 1 lb. 3 oz.
 N31 G 7066—Medium gray
 N31 G 7067—Scarlet red
 N31 G 7068—Winter navy blue . . . \$12.84

6
 Also in
 Petite
 Junior
 Sizes

Mulberry color pumps on these pages sold on page 149; otter taupe color sold on page 150.

Come hither

COTTONS

JUNIORS

1 Shirt and Skirt . . wear as set or separately. Broadcloth shirt has convertible collar, roll-up sleeves. Woven harlequin-effect skirt has unpressed pleats, plastic belt. Hand wash separately.

Junior sizes 5, 7, 9, 11, 13, 15. State correct size.

V31 G 5130—Turquoise blue shirt; turquoise, black and green skirt

V31 G 5131—Fuchsia rose shirt; fuchsia, black and jade green skirt.

Shpg. wt. 1 lb. 9 oz. **\$8.89**

2 Woven Muted Check with multicolor eyelash fringe and rick-rack trim. Flattering dropped waist. Unpressed pleats all around. Long back zipper. Machine wash. Shpg. wt. 14 oz.

Junior sizes 5, 7, 9, 11, 13, 15. State correct size.

V31 G 5126—Olive green and black . . . **\$8.89**

Petite Juniors (5 feet 1 inch or under). Please state correct size 5, 7, 9, 11, 13.

V31 G 5146—Olive green and black . . . **\$8.89**

3

3 Provincial Print with old-fashioned charm. Ruffle at neckline and sleeves. Self-covered buttons, loops on bodice. Step-in style, unpressed pleated skirt. Self-rope belt. Hand wash separately. *Junior sizes 7, 9, 11, 13, 15. State size. Shpg. wt. 14 oz.*

V31 G 5132—Gold ground
V31 G 5133—Turquoise blue ground with muted green print . . **\$8.89**

Also in
Petite
Junior
Sizes

A year-round wardrobe of VERSATILE CASUALS

1 Solid Color. Arnel® triacetate and rayon flannel, in a smart "necktie" shirt-dress. Ties are attached under the collar on each side. Buttons to waist. Side zipper. Hand wash separately.
Junior sizes 5, 7, 9, 11, 13, 15. State size. Shpg. wt. 1 lb.
V31 G 5129—Jade green
V31 G 5128—Deep turquoise blue.....\$9.89

2 Bold Plaid. Orlon® acrylic and rayon looks like wool. Stay-in box pleats all around. Step-in style. Inverted back bodice pleat. French cuffs. Machine washable.
State Junior size 7, 9, 11, 13, 15. Shpg. wt. 1 lb. 4 oz.
V31G5116—Medium brown and burnt orange
V31G5117—Navy blue and medium blue.....\$9.89

3 Small Plaid. Cotton and Arnel triacetate, trimmed with platter buttons. White rayon under-collar. Unpressed pleats all around. Long back zipper. Plastic belt. Hand wash alone. Wt. 1 lb. 5 oz.
State Junior size 7, 9, 11, 13, 15.
V31G5124—Jade green on black
V31G5125—Bright blue on black.....\$9.89



JUNIORS ..see how Sears



(4) and (5)
also come in
Petite Junior
Sizes

stretches your fashion funds

SHOWN ON OPPOSITE PAGE

1 Combed Cotton Dress keeps tabs on your treasures with 4 pockets on skirt. Unpressed pleats all around. Roll-up sleeves. Plastic belt. Long back zipper. Hand wash separately. Shpg. wt. 1 lb. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 4226—Bright turquoise blue V31 G 4227—Medium violet. \$7.84

2 Wool Sheath with rhinestone pin on the dramatic cowl collar. Long back zipper. Dry clean. Price includes 2c Fed. Exc. tax on pin. Shpg. wt. 1 lb. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 3171E—Scarlet red V31 G 3172E—Black V31 G 3173E—Royal blue. \$8.54

3 2-pc. Checked Cotton Dress. Jacket closes with 3 snaps; has bow and button trim. Slim skirt, back kick pleat. Hand wash separately. Shipping wt. 13 oz. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 4230—Dark brown and gold V31 G 4231—Red and dark brown. \$5.84

4 Bow-trimmed Plaid Sheath in 80% wool, 10% Dacron® polyester and 10% other fibers. Long back zipper. Back kick pleat. Dry clean. Junior sizes 5, 7, 9, 11, 13, 15. State size. V31 G 3174—Purple, red and green V31 G 3175—Medium brown, blue and green. Shipping wt. 1 lb. \$8.54 Petite Junior sizes (5 ft. 1 in. or under). Please state size 5, 7, 9, 11, 13. V31 G 3182—Purple, red and green V31 G 3183—Medium brown, blue and green. Shipping wt. 1 lb. \$8.54

5 Striped Cotton Shirtdress. Step-in style. Roll-up sleeves. Cluster pleats all around skirt. Plastic belt. Hand wash separately. Shipping weight 15 oz. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 4228—Purple, blue and green V31 G 4229—Red, orange, and gold \$6.84 Petite Junior sizes (5 ft. 1 in. or under). Please state size 7, 9, 11, 13. V31 G 4232—Purple, blue and green V31 G 4233—Red, orange and gold \$6.84

SHOWN AT RIGHT

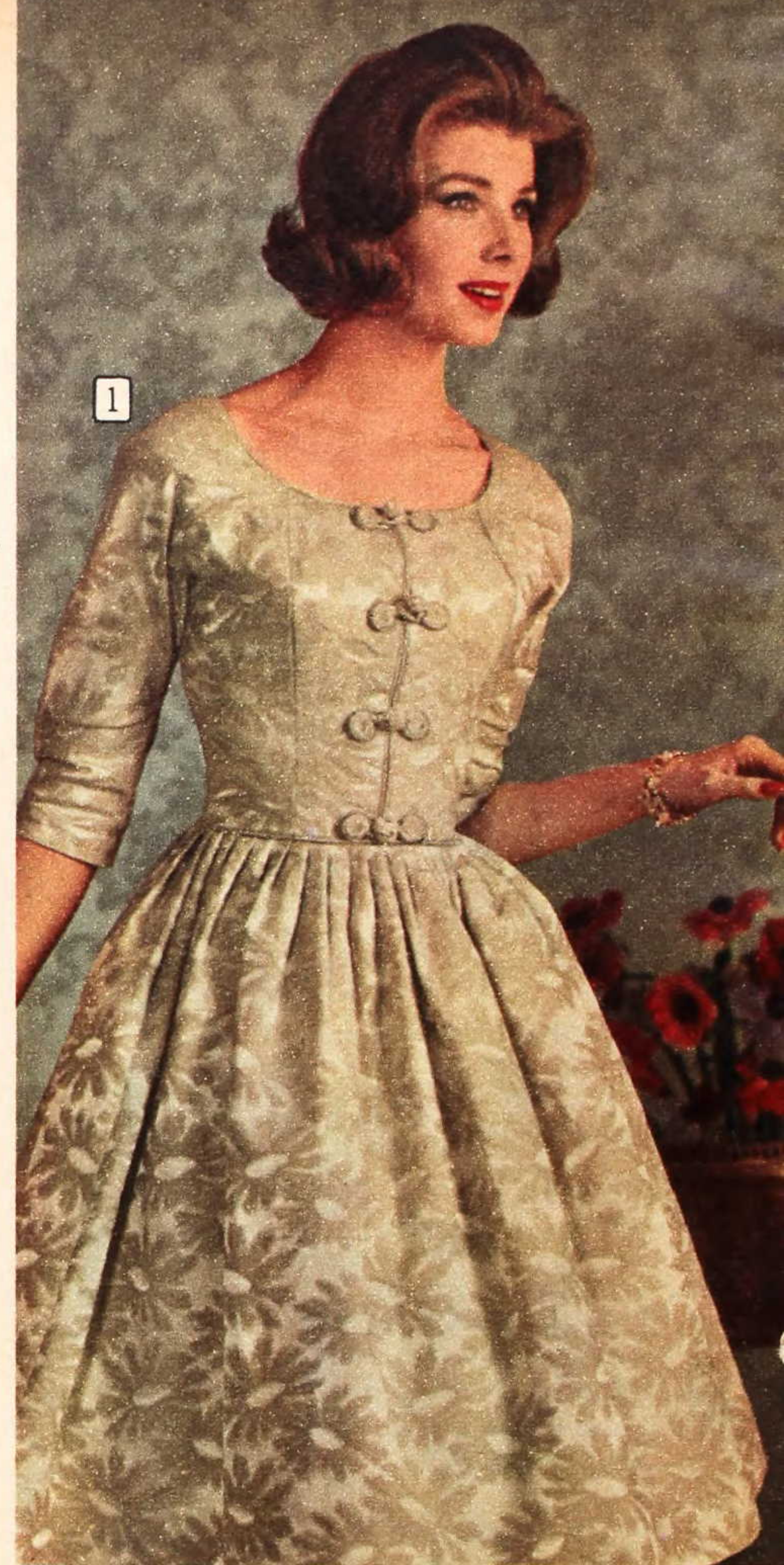
6 Glen Plaid Sheath in rayon and Arnel® triacetate. Button and braid trim. White rayon edging at neck. Long back zipper. Back kick pleat. Dry clean. Junior sizes 7, 9, 11, 13, 15. Please state correct size. Shipping weight 1 lb. V31 G 3178—Black and white. \$7.54

7 Patterned-effect Step-in Dress of rayon and acetate. Two neat rows of tucks on bodice. Unpressed pleated skirt. Dry clean. Shipping weight 15 oz. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 3180—Muted green and black V31 G 3181—Taupe brown and black \$6.84 Petite Juniors sizes (5 ft. 1 in. or under). Please state size 7, 9, 11, 13. V31 G 3184—Muted green and black V31 G 3185—Taupe brown and black \$6.84

8 Step-in Shirtdress of Arnel triacetate and cotton combines checks and solid color. Fly front conceals buttons to waist. Button tabs on front of skirt. Unpressed pleats all around. Hand wash separately. Shipping weight 15 ounces. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 3176—Medium blue and black V31 G 3177—Taupe brown and black \$5.84



Your approach to a lovely evening



1 Beautiful Brocade dress destined for an elegant future. Sunflower pattern is piped and scooped at the neckline; flavored with mock frog fasteners. Handsomely skirted with a multitude of unpressed pleats. Rich blend of cotton and acetate. Back zipper. Dry clean. Misses' sizes 10, 12, 14, 16, 18. State size.
N31 G 7654—Light beige
N31 G 7655—Black. Wt. 1 lb. 10 oz. **\$15.84**

2 A Fiesta of Sheer Crystal Pleats flutters on a nylon dress; bare shoulders are sheltered with a sweater of Orlon® acrylic. Both splended with gold-color flecked paisley of rayon, metallic polyester and nylon. Lined dress has a back zipper. Dry clean. Misses' sizes 8, 10, 12, 14, 16, 18. State size. Shipping weight 1 pound 10 oz.
N31 G 7802—Butterscotch..... **\$25.00**

3 A Sheath of Candlelight Lace with a single-button self jacket. Designed in Paris just for Sears; copied for you in the U.S.A. Lovely acetate-and-nylon lace over acetate taffeta. Easy back zipper. Dry clean. Shipping weight 1 pound 8 ounces. Misses' sizes 10, 12, 14, 16, 18. State size.
N31 G 8020—Light beige
N31 G 8021—Light blue..... **\$27.50**



Evening Bag . . elegant in rayon velvet, richly lined with rayon satin. About 9x6 in. Price includes 10% Federal Excise Tax. Shpg. wt. 1 lb. 6 oz. 88 G 1211E—Black..... **\$5.77**



1 Romantic Crepe Blouson . . young, light-hearted and utterly captivating. Sleeveless blousy bodice is caught by a sash, floats over the flirty skirt of spaced-out nested pleats. Acetate and rayon. Lined bodice; back zipper. Pin not included. Dry clean. Misses' sizes 8, 10, 12, 14, 16. Please state size.
N31 G 7196—Geranium red
N31 G 7197—Black. Shpg. wt. 1 lb. 2 oz. . . . \$12.84

2 A Lovely Haze of Crepe Georgette . . sheer rayon buoyed over acetate taffeta. Cowl-drape front is shirred to a V in back. Short shirred sleeves; dancing-full shirred skirt. Back zipper. Dry clean. Fits Juniors and Misses . . State size 7-8, 9-10, 11-12, 13-14, 15-16. Shipping weight 14 ounces.
N31 G 8118—Turquoise blue
N31 G 8119—Black. \$13.84

3 Velveteen Drama in sophisticated black or siren red. Slim straps over bare shoulders; unpressed pleats make a soft, full skirt. Bow-belted in acetate satin. Back zipper. Twill-back cotton . . dry clean. Misses' sizes 10, 12, 14, 16, 18. Please state size.
V31 G 6400—Black
V31 G 6401—Scarlet red. Wt. 1 lb. 4 oz. . . . \$12.54

4 Chiffon Float with a Twinkling Cumberbund sets evenings ablaze . . emphasizes a tiny waistline. Slithery scrolls of sequins and sparklers below a beautifully draped and pleated bodice; skirted with clouds and clouds of vaporous nylon tricot over acetate taffeta. Easy back zipper. Dry clean. Misses' sizes 10, 12, 14, 16, 18. Be sure to measure. State correct size. Shippnig weight 1 pound.

<i>Dress-length</i>	<i>Full-length</i>
N31 G 8122—White	N31 G 8124—White
N31 G 8123—Bright copen blue \$19.50	N31 G 8125—Bright copen blue \$21.50



Time for flattery..

Enjoy the wonders of soft,
pure wool . . it's lightweight
. . alive with color . . and drapes
easily to make fashions look right



Tunic Effect. Designed in Paris exclusively for Sears, faithfully copied here in textured wool. A simple style, beautifully detailed, with welt seams, self-covered buttons and belt. Seam across hips on front of dress only. Two side-seam pockets. Step-in dress. Dry clean.

Misses' sizes 10, 12, 14, 16, 18. Please state correct size.

Shipping weight 1 lb. 2 oz.

V31 G 6412—Turquoise blue

V31 G 6413—Fuchsia

rose \$11.84

Cutaway Panels over front of skirt give fashion's latest look to this wool flannel sheath. Acetate satin belt. Rounded neckline and dolman sleeves add to its elegant look, smooth fit. A dress you'll wear in daytime, or dress up with jewelry for evening. Long back zipper; kick pleat. Dry clean. Shpg. wt. 1 lb. 2 oz. Misses' sizes 12, 14, 16, 18, 20. Please state correct size.

V31 G 6410—Bamboo (light)

beige

V31 G 6411—Black \$11.84

Domed Pillbox is covered with veiling over velour fur felt, topped with gros-grain covered button and trim. Fits 21¾ to 22½ inches.

State color beige with cocoa (med.) brown trim; all black; all red; all purple; all moss (med.) green. Shpg. wt. 11 oz. N78 G 4650 \$5.97

The Ensemble. Designed in Paris exclusively for Sears, with the detailing and high-fashion look that you would expect only at higher prices . . produced here in textured, worsted wool. Notched jacket is lined, has self-covered buttons, hand-bound buttonholes, ¾ sleeves. The sleeveless dress, elegant in its own right, has stitched lines from bodice to hem; these are repeated in the jacket. Back zipper. Contour belt. Dry clean.

State Misses' size 10, 12, 14, 16, 18. Wt. 2 lbs. 6 oz.

N31 G 7804—Bright turquoise blue

N31 G 7805—Cherry red \$25.00

Just say "Charge It" and pay later . . . see page 687

time for a wool dress

1 Double-breasted coat dress, with the flattering slim-look of a sheath. This handsome wool plaid has all-day versatility, assures you that well-dressed feeling wherever you go. Seat-lined. Dry clean. The handbag shown is sold on page 148.

Misses' sizes 8, 10, 12, 14, 16, 18. Please state size.

V31 G 6402—Black and maple (medium) brown

V31 G 6403—Bright red and wine red

Wt. 1 lb. 4 oz. \$12.54

2 Sleeveless and couturiere-inspired. Designed in Paris exclusively for Sears, and copied here in luxurious, soft wool crepe. Wear from daytime right on to that "little" evening. Step-in style, deep fold at side of shirred skirt. Self-covered buttons, belt. Dry clean.

Misses' sizes 8, 10, 12, 14, 16. Please state size.

N31 G 7184—Taupe brown

N31 G 7185—Black

Shipping weight

1 lb. 3 oz. \$14.54

3 Bouffant. Coatsdress with a difference: lilt-ing bias-cut skirt, under-scored with a horizontal tuck, gives new shaping, new excitement to this classic. Fine quality, soft wool flannel has the "body" to preserve shape of dress. Self-covered buttons and belt. Dry clean.

Misses' sizes 10, 12, 14, 16, 18. Please state size.

N31 G 7818—Rust brown

N31 G 7819—Bright green

Shipping weight

1 lb. 10 oz. \$16.84



THE LITTLE BLACK DRESS

.. simply superb
everywhere
.. anytime

[1] Flared Fashion created in a slub-textured fabric of rayon, cotton and acetate. Flattering portrait collar, widespread and notched, is balanced by flared wrap-over skirt. Platter buttons emphasize diagonal closing. Hand-bound buttonholes. Plastic belt (looks like leather). Dry clean. Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size. Shpg. wt. 1 lb. 4 oz. N31 G 7188—Black N31 G 7189—Navy blue . . . \$12.84

[2] Uncluttered Look . . so important we offer it in a choice of fabrics. Shapely dress defined with slotted seams, scissor-pleated skirt sculptured with unpressed pleats. Contour belt; back zipper. Shpg. wt. 13 oz. State size. Misses' sizes 10, 12, 14, 16, 18, 20. Rayon and silk . . a fabric that looks and feels like silk shantung. Dry clean. V31 G 6416—Black V31 G 6417—Maple tan . . . \$11.84 Fine Crepe of acetate and rayon . . an excellent quality fabric. Dry clean. V31 G 5345—Black V31 G 5346—Maple tan . . . \$8.84

[3] Crown Pillbox . . rayon velvet intricately braided with rayon chiffon. Here's easy elegance with the light-hearted look you like. Fits all sizes. State color black with white; cocoa (medium) brown with beige; purple with lilac; or all white. N78 G 4635—Shpg. wt. 9 oz. . . \$5.97



3



1

2



Indispensable Shirtdresses

Specially chosen as a Sears Jubilee Value

◆ **Because** we offer these desired classics in a choice of wonderful fabrics and exciting fashion colors.

◆ **Because** we specify a quality of workmanship that is usually found only in much higher priced garments

Tailored Casual . . superbly cut and imaginatively detailed. Very fine stitching adds distinction to the beautifully set collar, pocket flap and buttoned cuffs. Step-in style with a full skirt of cluster pleats.

Misses' sizes 10, 12, 14, 16, 18. State size. Shipping weight 1 pound.

Pure Silk Broadcloth

Hand wash separately

N31 G 7811—Sky blue

N31 G 7812—Black. . . . \$21.75

Combed Cotton Broadcloth

Hand wash separately

N31 G 7162—Fuchsia rose

N31 G 7163—Jade green. . . \$14.75

Tucked Bib-effect . . bright fashion touch for this step-in dress. Notched collar; roll-up sleeves; gold-colored buttons. Skirt of unpressed pleats.

Misses' sizes 10, 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½.

Please state correct size. Shipping weight 1 pound.

Easy-care Broadcloth. 65% Dacron® polyester, 35% cotton . . hand wash alone.

V31 G 6429—Coral red

V31 G 6430—Navy blue. \$10.75

Perma-Smooth Pima Cotton Broadcloth . . hand wash alone.

V31 G 4464—Bright blue

V31 G 4463—Gold. . . \$7.75

